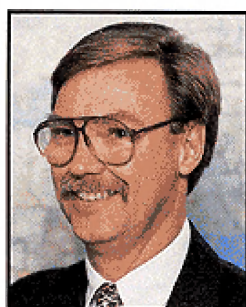




From the desk of...

Quality support: What to expect from Bently Nevada



By Steven W. Riggs
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Over the years, Bently Nevada Corporation has defined the global standard of performance for reliability, function and value in machinery information systems. Along the way, we have developed a customer support organization that we are as proud of as we are proud of our products. Just as there are many individual Bently Nevada products required to make up a total solution to a particular customer problem, so there are many support services available to ensure your satisfaction with your purchase of our products. Bently Nevada support services include Product Service, Machinery Diagnostic Services (MDS), Design and Installation Services, Technical Training, Bently Rotor Dynamics Research Corporation (BRDRC), Customer Service, and Sales. One point is worth mentioning about all of these services: *their primary objective is to help customers help themselves.*

When you use Bently Nevada Product Service representatives to commission a new installation, we will gladly (at the same time) instruct your employees on proper installation, calibration, configuration, operation and maintenance of your instrumentation system. We can also make a spares recommendation,

and show you how to use your spares to get maximum value from Bently Nevada's three-year service plan.

Our MDS Engineers can, and will, do a great deal more for you than just diagnose machinery malfunctions. Our engineers will carefully explain to your machinery engineers which transducers are required to properly monitor machinery and provide early detection of machinery malfunctions. They will also define our methodology for data acquisition and data reduction, which types of dynamic data presentations are necessary to adequately assess machinery condition, and which steps must be taken to rectify machinery problems. We want you to have the tools and knowledge to do the job by yourself the next time.

Design and Installation Services was formerly called Turnkey Services. The name change was in large part due to the "streamlining" of the turnkey offering so that we could supply our customers with only the parts they need, only those parts sufficient to "help them to help themselves." While complete turnkey services

are still available, we can also provide machinery surveys and monitoring recommendations, mechanical design packages, electrical design packages, etc. D&IS is a dynamic, highly flexible organization, which can be molded to your specific requirements.

In the last issue of *Orbit*, Roger Harker discussed Bently Nevada's commitment to customer education and training. Our Technical Training organization clearly has a "help the customers help themselves" orientation, since that is the essence of education. But we have gone a step beyond that. We can provide in-depth training to one or more of your employees to qualify them as instructors, and provide the materials and equipment necessary for them to present "Bently Nevada" seminars to others in your organization. This can be a very cost-effective approach when large numbers of people need to be trained.

BRDRC is much more than the research arm of Bently Nevada. As in most corporations, our research organization provides new technology to improve our products both technically

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and competitively. What is different about BRDRC is that research work on rotor dynamics is shared with our customers through papers, articles in the *Orbit*, and in our seminars. We are very proud of the contributions and participation of BRDRC in our Machinery Diagnostics and Machinery Diagnostics and Dynamics seminars.

Our Customer Service Department is the final link between customers and manufacturing. Customer Service processes purchase orders through our internally developed Customer Order Servicing (COS) system. The COS system is the computerized interface to our Manufacturing Resource Planning (MRPII) system, which we have operated with dramatic success for nearly fifteen years. The COS system assures no incompatibility of options, and thus acts as a final check on the integrity of the specified system prior to manufacture. Using COS and MRPII enables us to book and schedule all orders for standard equipment within 24 hours of receipt at the factory. Our lead times are competitively short, but more importantly, over 95% of jobs ship on the originally scheduled day. And we are working to improve that.

Last, but not least, is our sales force. Most Bently Nevada salesmen are engineers. Many have previously worked with machinery manufacturers or the hydrocarbon processing or power generation industries. All receive in-depth training on machinery behavior and the proper application of instrumentation for reliably monitoring and accurately diagnosing machinery problems. We invest heavily in recruiting and training salesmen to assure that they will be competent consultants to our customers. Our salesmen are trained not to simply be order takers. The safe operation of our customers' machinery demands that salesmen apply the lessons learned from BRDRC, MDS, and hundreds of customers worldwide.

It has been Bently Nevada's policy for twenty years that "no one will knowingly sell nor allow the use of Bently Nevada equipment where the protection provided is less than the user believes, without formal written notice to that user."

We feel this policy has served our customers well, and we will continue to abide by it. We feel it is fundamentally incorrect to allow you to purchase a system which, in our opinion, promises more than it delivers without clearly informing you of the areas in which the system is deficient. Over the long term, we feel customers will do business with vendors whose products and services represent best value. Monitoring sys-

tems, which do not adequately monitor the machine may be inexpensive, but are never good value. The solutions that our salesmen are trained to offer are those which offer best long-term value. Bently Nevada management continually audits orders to assure that what is being offered to you is correct and complete, and is neither more nor less than what is required to do the job. We feel that we owe this to you, and nothing less is satisfactory. ■

Introducing a new training course for 1992:

Installation and maintenance of 3300 Machinery Monitoring Systems

The 3300 Machinery Monitoring System has gained wide acceptance, providing continuous on-line machinery monitoring. Proper planning, installation and maintenance will enable you to benefit fully from your system. This new course, Installation and Maintenance of 3300 Machinery Monitoring Systems, is being offered in response to numerous requests from many customers who are planning, or who have recently installed, a 3300 Monitoring System.

What is taught in this course?

- Pre-delivery tasks to be performed
- Cabling considerations
- Hazardous area considerations
- Bracket design and transducer installation
- Rotor condition checkout and cleanup recommendations
- Monitor option selection and board optioning

- Monitor and transducer checkout
- Trouble-shooting and error codes
- Normal system maintenance

Who should attend?

- Those involved in the planning of a new 3300 System installation
- Those involved in the installation and commissioning of a new 3300 System
- Those new to calibration, trouble-shooting and maintenance of 3300 Systems

What prior knowledge should you possess?

- Knowledge of the types and basic operation of vibration transducers

What knowledge will you gain?

- How to get the most benefit from your new 3300 Monitoring System